

**MAY
2023**



UID
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ambition



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Note from the HOI Desk.

“Education today goes beyond the walls of a classroom and it is imperative to take students to the frontiers of the Creative World.”

“To Discover the Power Of InTECHgrated Learning”

As the 2022 – 23 academic year comes to a close, KU management & UID Academic Advisory Board take this opportunity to say a special thank you to each and every faculty and staff member for all of your hard work, dedication & passion to drive stellar student achievements and make UID truly exceptional.

This past year was unique with many milestones of all round achievements & success. Academic Year 2022- 2023 has been a galore of accomplishments through extraordinary and exceptional student outputs & work display. UID’s talented faculty and staff have worked tirelessly from teaching and delivery of courses, to conducting research, writing scholarly articles, presenting at conferences, mentoring students & organizing global events

We successfully delivered the Foundation year of our futuristic new curriculum 2022-26(UG) / 2022-24 (PG) – mapped to NEP 2020 standards, which has reimaged the creative landscape with an immersive experiential experience - reworked design practice and coursework - curated with deep research on the future skills - problem solving; self-management, team working; innovation & entrepreneurship.

We were justifiably satisfied that we could equip our students with a diverse range of future skills by embedding lateral & critical thinking, analytical expertise, problem solving skills, including a number of our modules mapped to United Nations SDG 2030 Goals.

Much before the commencement of the Academic Year 2022-23, we set ourselves the task of curating and delivering futuristic - InTechgrated design Programmes with deep research on AI, ML , IOT , big data & cloud computing , due to an ever-changing design ecosystem that is at an inflexion point of traditional fields of Design merging with field of emerging technologies..

We are cognisant that Design education has to match Industry expectations and trends that define the ever changing norms traversing from Industry 1.0 (family system and use of basic machines powered by steam) to Industry n-centricity, and resilience.)

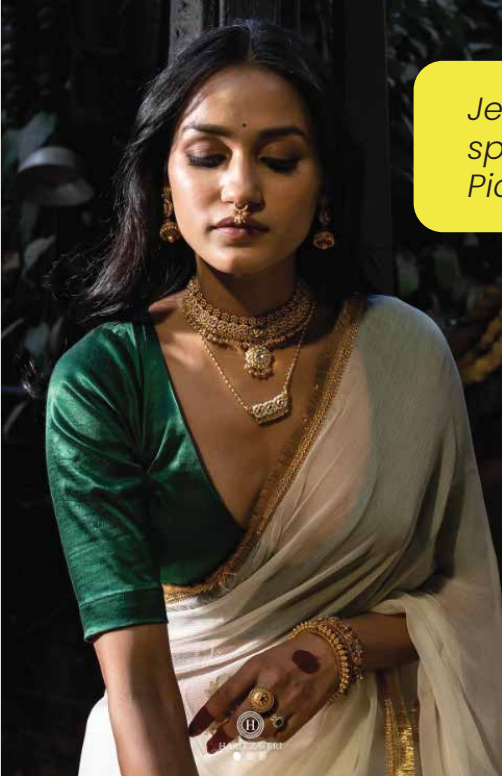
The highlight of the year was the registration of 295 IPRS in a single day creating a record for the Limca Book of Records We at the Editorial Board sign off for the Academic Year by wishing for your well-being. Stay Safe and Be Happy.

Col Surojit Bose, HOI / Director, UID

GRADUATING BATCH 2023 OF LIFESTYLE ACCESSORY

By: Kumud Kedia , Assistant Professor, Lifestyle Accessory Design, UID.

The lifestyle accessory design department showcases enchanting jewellery collections. The highlight is Harit Zaveri's sponsored SAFARNAMA, our premier collection. This collection of jewellery pieces is inspired by Gujarat's rich architectural heritage.



*Jewellery designed by Khushi Jain for her sponsoring company HARIT ZAVERI.
Picture Courtesy: Khushi Jain.*

Another brand manufacturing a collection in silver and Kundan jewellery with the name SAJJ sponsored the student Bhavya Ramesh. Their belief is that jewellery is just not a wearable piece but an emotion that is passed from a mother to her daughter.

*Bangle designed by Ashmi Madia for her sponsoring company BHAVYA RAMESH,
Picture Courtesy: Ashmi Madia.*

Thereafter we have a collection showcasing a line of precious Men's jewellery sponsored by T J Impex, for the ones who want to accessorize in style. "Why should women have all the fun!"





*Men Jewellery designed by Soumya Jain for her sponsoring company TJ IMPEX.
Picture Courtesy: Suchandrika Paidipati*

A distinct collection titled JAHANARA, sponsored by Gravity E-commerce was created to depict the true spirit of our historical weaponry and was inspired by the armor and weapons of ancient India. A brand named Shruti Sushma is the sponsor of the MIRAGE collection, which believes not everything that looks big needs to be expensive. Sharvaree displays her remarkable work of fine jewellery, based on the idea of optical illusion!

*Brooch designed by Suchandrika Paidipati for her sponsoring company GRAVITY E-COMMERCE.
Picture Courtesy: Suchandrika Paidipati*



The brilliant designers behind all of these mesmerizingly displayed collections are UID-Lifestyle Accessory Design students named Khushi Jain, Ashmi Madia, Soumya Jain, Suchandrika Paidipati, and Sharvaree Badve. Each of their collections has set significant benchmarks in the field of jewellery!

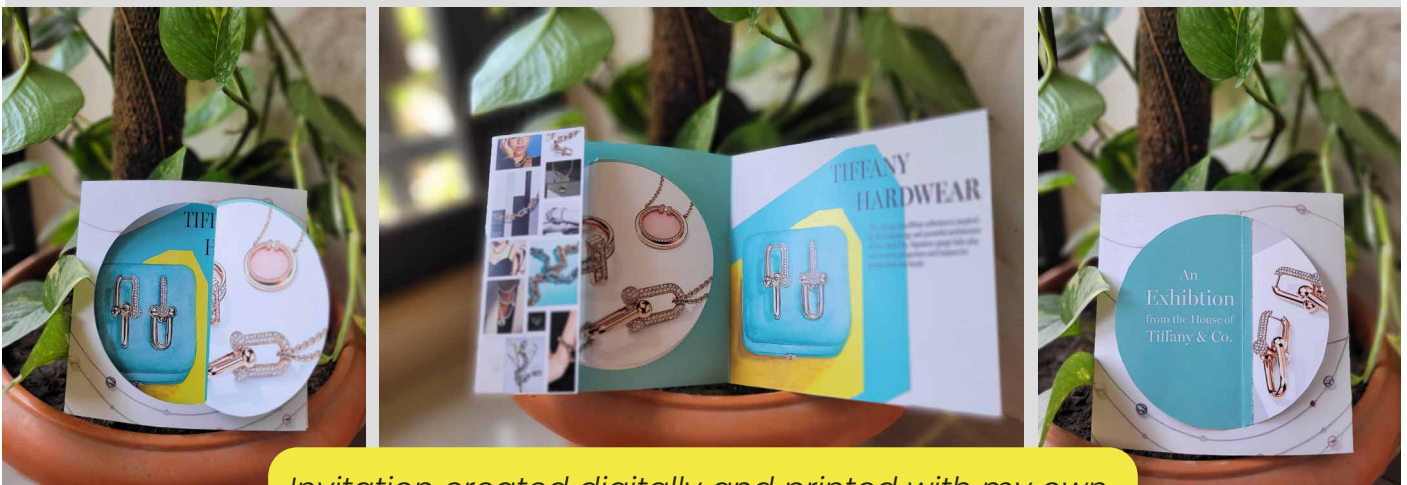
REPRESENTATION TECHNIQUES- DISCOVERING THE MOST EFFECTIVE MEANS OF EXPRESSION

By: Krishna Patel, B. Des Lifestyle Accessory Design Sem IV, UID

*Illustration of Jewellery done by me for invite.
Picture Courtesy: Krishna Patel*



We had a module called 'Representation Techniques' in semester 4. The brief was to select a single brand of lifestyle accessories and understand about that company's aesthetics, commercials, promotional digital works, invites & brochures, etc. After that, we used watercolours to create an illustration for that company's selected product. Following that, we had to design a brochure or invitation for that company that would serve as their own brochure or invitation using that illustration. I chose the jewellery category from Tiffany & Co. I used their collection of hardware jewellery to make an invitation for the collection's display.



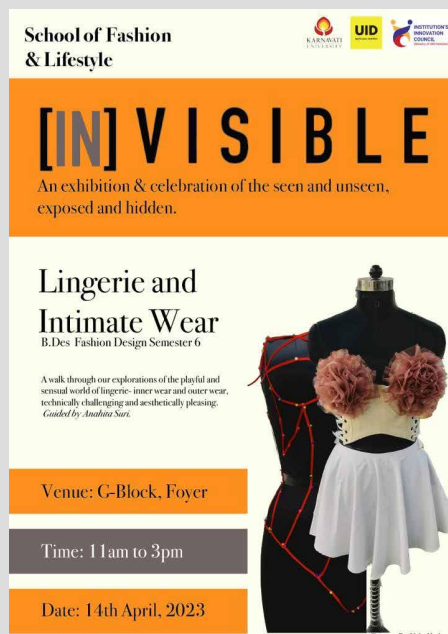
*Invitation created digitally and printed with my own
watercolour illustration for the jewellery company.
Picture Courtesy: Krishna Patel*

In this module, we learned how to understand a brand and its aesthetics so that we can design for that brand easily. Our module faculty, Kumud Ma'am, helped us in understanding the brand and digital work as well. We learned how to design a layout for a brochure or invite, how to finalize the size, and how to get it printed perfectly. This subject taught us how to comprehend a brand's aesthetics so that we can simply design for it understanding each detail. We received assistance in understanding the brand and digital work from our module instructor Kumud Kedia Ma'am. We also gained knowledge on how to layout a brochure or invitation, include all details for the same and get it printed flawlessly.

[IN]VISIBLE: THE LINGERIE EXHIBITION

By: Advita Jain, B. Des Fashion Design, Sem VI, UID.

The students of B. Des Fashion Design, Sem VI displayed their work of the Lingerie & Intimate Wear elective on 14th April, 2023. This event showcased the playful and sensual world of lingerie – inner wear and outer wear, technically challenging and aesthetically pleasing. It displayed how students, with the guidance of their teacher, Ms. Anahita Suri, had explored different ideas and inspirations and brought out their own collection of lingerie. It displayed both technical and creative side of the students. It was a celebration of the exposed and the hidden.



Poster for the event.

Picture Courtesy: Kuhu Indyrkhya & Mansi Sarawagi.

This module – Integrative Studio: Lingerie and Intimate Wear Design – involved researching, taking inspiration, bringing out the mood, understanding the client and developing one's own range while keeping in mind the technicalities along with the creative explorations.

Students took their inspirations from various things ranging from unconfined jellyfishes to intangible things like vengeance. They expressed different moods and showcased amazing designs in terms of lingerie. These designs correspond with your own self and takes you through the seen – unseen world. It wasn't just designing and creating it was also experiencing and catching the feelings one would want when they put it on themselves. It involved mixing of comfort and ergonomics with style and inspiration to create the experience. The fabrics ranged from satin, net to latex and leather. The pieces included bold and robust styles as well as soft and sensual styles. Directors, teachers and students from different departments visited the exhibition, appreciating the work. The students explained their work to the visitors and got words of appreciation and feedback. The juniors of the fashion department came bubbling with questions and got to learn more about the construction and the process. The teachers gave feedback on how they can explore on more fabrics, and improve on few technicalities.



Snapshots from the exhibition.
Picture Courtesy: Deshna Parakh.



People loved the designs and could be heard saying that they would want these for themselves. They could understand the thought process and relate to the outcome. Lingerie is a sector which is less explored in India and this could be that initial step towards its growth. In all, the exhibition was a success; a great experience and a proud moment for the students. It was insightful for both the parties.

SCOTOPIC WORKSHOP

By: Parthiv Shah, Adjunct Faculty & Kishori Dalwadi, Assistant Director,
Department of Interior Design, UID.



Poster of the workshop

'Scotopic' comes as a part of experimental learning for the night class session. This was declared from 10th to 13th January 2023. The sessions for these days were marked from 9.00 pm-5.00 am. Getting students engaged in the wee hours for the Department of Interior Design, was a challenge.

Scotopic is a German word that refers to human vision in the dark. This term was used to describe the learning approach for this particular session. The session involved a predefined exercise given to students in groups: conceptualizing a system for their immediate need for bag-keeping in the classroom. This exercise was pinpointed to help students achieve a clutter-free environment on their tables by creating a shelving system to keep their belongings.

The exercise was framed within the context of the timeline-to-requirement, which meant that students had a limited amount of time to complete the exercise while also adhering to specific limitations. The limitations included the size of the shelving system, which was restricted to 1500x1200x300mm. The material used for the shelving system was also restricted to metal sheets, and M.S. rods/sections only, which allowed students to explore metal as a material in the Maker's Lab.



Student work: Process and documentation

The Maker's Lab is a highly technically equipped workshop on campus that focuses on metal bending, metal CNC cutting, and other metal-related techniques. This lab allowed students to explore different metal fabrication techniques and use them to create their shelving system within the given timeframe. Five groups of students worked on various concepts varying from form follow function concept, Function follow form, Linearity with Planes, Cantilever illusion.

Overall, this exercise challenged students to think creatively and come up with a functional solution to a specific problem while adhering to specific limitations.



Students work: Shelving system with context.

By using 'Scotopic' as an experiential learning approach and framing the exercise within the timeline-to-requirement context, students were able to engage with the exercise and learn through hands-on experience in the Maker's Lab.

The faculties involved as part of the workshop were: Parthiv Shah & Kishori Dalwadi.



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